

CLAIMS

What is claimed is:

1. A method of selling a product, wherein the method comprises:

building a database of products that includes a reference price for each product; and

importing retail prices for each product from retailers of the products.

2. The method of claim 1, further comprising:

providing a list of products to a customer;

receiving a product selection from the customer; and

providing a list of retailers to the customer for the product selection, wherein the list includes a reference price difference for each retailer in the list.

3. The method of claim 2, wherein the reference price difference is calculated from the reference price W and the retail price R in accordance with the following formula: $(W-R)/R$.

4. The method of claim 3, wherein the reference price difference is provided in percentage form.

5. The method of claim 2, wherein said act of building a database includes:

receiving lists of wholesale prices from distributors of the products; and

setting the reference price for each product equal to a lowest wholesale price.

6. The method of claim 2, further comprising:

removing stale retailer prices from the list of retailers when said prices correspond to a reference price difference, $(W-R)/R$, greater than a predetermined threshold.

7. The method of claim 1, wherein said act of building a database includes:

receiving product information from distributors, wherein the product information includes: wholesale product pricing and UPC.

8. The method of claim 7, wherein the product information further includes:

inventory available, manufacturer name, manufacturer part number, product description, distributor SKU, product weight, raw category, and time stamp information.

9. The method of claim 7, further comprising:

5 providing a list of products to a customer, wherein the list includes a product description from the distributor product information;

receiving a product selection from the customer; and

providing a list of retailers to the customer for the product selection, wherein the list includes a reference price difference for each retailer in the list.

10. The method of claim 1, further comprising:

receiving a retailer selection from the customer; and

directing the customer to a web site of the selected retailer.

11. The method of claim 10, further comprising:

allowing the customer to purchase the selected product from the selected retailer.

12. The method of claim 1, wherein the reference price is a manufacturer's suggested retail price.

13. The method of claim 1, wherein the reference price is an average of retail prices for the product.

14. The method of claim 1, wherein the reference price is a lowest wholesale price.

15. A method of selling a service, wherein the method comprises:

building a database of services that includes a reference price for each service; and

importing retail prices for each service from providers of the services.

16. The method of claim 15, further comprising:

providing a list of services to a customer;

receiving a service selection from the customer; and

providing a list of providers to the customer for the service selection, wherein the list includes a reference price difference for each provider in the list.

17. A method of purchasing a product, wherein the method comprises:

5 selecting a product from a list of products; and

viewing a list of retailers, wherein the list includes a reference price difference for each retailer in the list.

18. The method of claim 17, further comprising:

10 selecting a retailer; and

viewing the web site of the selected retailer.

19. The method of claim 17, further comprising:

15 entering customer information into a user customization feature, wherein the user customization feature allows said customer to enter target reference price differences for selected products.

20. The method of claim 19 wherein said customer is automatically notified when the reference price differences for selected products fall below the corresponding target reference price differences.

21. The method of claim 20 wherein said customer is notified via e-mail.

22. The method of claim 19, further comprising:

25 automatically purchasing selected products when the reference price differences for said selected products fall below the corresponding target reference price differences.

23. The method of claim 19, further comprising:

30 entering customer information into a user customization feature, wherein said customer is automatically notified when the reference price difference of any one of the products within a selected category falls below the corresponding target reference price difference.

24. The method of claim 19, further comprising:

entering customer information into a user customization feature, wherein the user customization feature allows said customers to request notifications about products having desirable reference prices differences.

25. A computer coupled to a network and configured to provide a service, wherein the service comprises:

building a database of products that includes a reference price for each product; and
importing retail prices for each product from retailers of the products.

26. The computer of claim 25, wherein the service further comprises:

providing a list of products to a customer;
receiving a product selection from the customer; and
providing a list of retailers to the customer for the product selection, wherein the list includes a reference price difference for each retailer in the list.